

PROJECT PROCEDURES

Purpose and Objectives

The specific purpose of this project has been to evaluate peoples' knowledge and attitudes about natural resources in the Albemarle-Pamlico Estuarine system and management alternatives designed to protect these resources. This work accomplishes the following specific objectives in two phases.

Objectives for Phase I

1. Evaluate public understanding of the causes, severity, and consequences of water quality problems in the Albemarle-Pamlico Estuarine system.
2. Provide scientifically valid description and comparison of the attitudes of different segments of the public about the importance of the Albemarle-Pamlico resources.
3. Analyze the nature and extent of consensus and differences among groups of affecting and affected users of the Albemarle-Pamlico Estuarine system.

Objectives for Phase II

4. Provide scientifically valid description and comparison of the attitudes of different segments of the general public and public officials about the causes, consequences, and severity of resource management problems.
5. Determine the relative importance of different values of the A/P system and assess willingness to pay for water quality and habitat protection.
6. Analyze levels of support or opposition for a variety of alternative management strategies and payment mechanisms.

Questionnaire Development

We initially established a 25 member advisory committee to help us plan and conduct our project. During the course of the project, this committee grew to include almost 40 people. The committee included university scientists, agency personnel, industry officials, environmentalists and citizen representatives. During Phase I, our committee provided valuable advice on the selection of respondents and design of the questionnaire for our in-person interviews. The committee nominated individuals for